

FRAGRANCE AND PERSONAL CARE

## Lancme taps Zendaya Coleman for youthful outreach

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*Zendaya Coleman is the new face of Lancme. Image credit: Lancme*

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By STAFF REPORTS

L'Oreal-owned beauty brand Lancme has named 22-year-old actress and singer Zendaya Coleman as its latest ambassador.

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Ms. Coleman is known for her roles in films such as "Spider Man: Homecoming" and "The Greatest Showman." She joins other Lancme faces, including millennials Lupita Nyong'o, Lily Collins and Taylor Hill, as the brand looks to diversify its ambassador lineup and reach a new generation of buyers.

Ambassador addition

Ms. Coleman has a social media following of 54 million. Lancme also notes in its announcement that the actress' charitable efforts align with its own focus on philanthropy.

The Gen Z actress is known for her style. She previously had a clothing line, Zaya by Zendaya, and worked with Tommy Hilfiger on a collaborative collection.

Ms. Coleman originally rose to fame on the Disney series "Shake It Up."

This year, Ms. Coleman will star in HBO's series "Euphoria." She will also return as MJ in "Spider-Man: Far from Home."



*Lancme has named Zendaya Coleman its latest face. Image courtesy of Lancme*

In addition to acting, Ms. Coleman is a recording artist who has made the Billboard charts.

"We look forward to a joyous future with Zendaya, whose charisma, influence in film, music and fashion is undoubted," said Franoise Lehmann, global brand president at Lancme, in a statement. "Zendaya brings a youthful and a unique approach to beauty that perfectly complements Lancme's vision and creativity."

As consumer content consumption has migrated to social media, Lancme has been tapping faces who also come with engaged digital audiences.

Lancme is also looking to a prolific force in social media for its inspiration in upcoming marketing opportunities.

The brand has called on Chiara Ferragni, better known as the founder of The Blonde Salad on social and the blogosphere, as its latest "muse." The influencer is known as one of the first users to turn social media into a full-time career ([see story](#)).

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